



**Shot Show, January 18 – 21
Booth #42720**

FOR MORE INFORMATION, CONTACT:

Jeff Weaver, Vice President of Sales

Phone: (888) 904-2722

Mobile: (760) 846-1458

jweaver@roundedgear.com

***Rounded™ by Concealment Express™ Transitions to Lifestyle Brand
New Brand, Expanded Line Meet Needs of Well-Rounded, Active and Diverse Firearms Lifestyle***

Jacksonville, Florida, January 18, 2022 – After nearly a decade as a trusted manufacturer of premium-quality, American-made Kydex holsters, **Concealment Express™** is transitioning through a two-part re-branding process and expanding its product offering to a full line of gear designed to outfit the lifestyle of today's active outdoor enthusiast and gun owner. The brand transition to **Rounded™**, including a line of **Rounded** apparel, is slated to be complete by June of 2022.

Jeff Weaver, vice president of sales, noted, "Over the past couple of years, we've witnessed a growing market segment that was not being addressed. Gun owners, who may go to the range maybe one weekend a quarter, are spending their time engaging in active, outdoor lifestyles, like camping, hiking, and boating, and in addition to our holsters, are using gear from our line for safety or convenience. We saw an opportunity to expand the product offering to meet all of their lifestyle needs."

Weaver describes their Range Triage kit as a favorite product that has moved beyond the gun aisle and into the outdoor space for retailers, "It's a kit that can save your life and is a favorite with hikers, boaters, and hunters, as well as other outdoor enthusiasts."

<https://shop.roundedgear.com/collections/gun-and-holster-accessories/products/range-triage-kit>

According to Sang Cho, president and CFO of **Rounded by Concealment Express**, "We've evolved from a gun brand to more of a field carry and outdoor brand. The demographics of today's well-rounded outdoor enthusiast broadly overlap with gun ownership."

The expanded product line includes packs, weekend/range bags, belly bands, apparel, and a theft-deterrent cross-body purse, in addition to the holsters and holster accessories for which the company is known and trusted. The expanded line is designed to reach a broader market, opening new revenue streams to dealers and retailers who may not have considered apparel and other gear as an opportunity to expand sales or reach new customers.

Rounded by Concealment Express has created and curated a lifestyle line with unique and valued features to address this diverse group. Back packs with a proprietary system that hides ballistic plates for appearance as a regular backpack provide much-needed storage in a comfortable carry system, with the protection features of a bullet-proof vest.

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One of the greatest areas for growth has been in gear and apparel for women. According to USA Today, 2020 statistics from the National Instant Criminal Background Check System saw gun sales reach an all-time high since the recording of gun purchases began in 1998, at nearly 40 million.¹ During this same time period, sales to women were up by 40% over the previous year.

Rounded by Concealment Express currently offers a selection of products designed for women but identified a gap in the market for specific types of apparel and gear. The company took their ideas to New York and found designers specifically to create a line of IWB leggings with a high percentage of spandex which not only serves to help keep a weapon in place, but also provides additional shear strength and compression valued by athletes and active outdoor enthusiasts. A line of racer-back tops, with open-back cooling features, was also designed under the new **Rounded** brand. The designs have been intentional and thoughtful, addressing specific concerns among female gun owners and “weekend warrior” athletes.

Dealers and retailers who have tested the new legging products with customers have experienced rapid sales. “Designing and curating a line of products that appeals to female gun owners is just one of the ways that we have expanded our product line to a full lifestyle brand,” added Cho.

For apparel and non-holster products produced overseas, a strategic system of air and sea transport are in place to manage the supply chain and ensure product is available for U.S. dealers and retailers.

The new lifestyle brand product line will be introduced at the Shot Show in Las Vegas, January 18 – 22, 2022. Visit our website at www.roundedgear.com

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¹ <https://amp.usatoday.com/amp/43371461> **Guns in America: Nearly 40 million guns were purchased legally in 2020 and another 4.1 million bought in January**, Douglas A. McIntyre, February 10, 2021